

Policy 3.1.1 Water Resources — Goals, Policies and Action Statements

Goal 3.1A: Manage future demands to ensure that existing and realistically certain future water supplies will be adequate.

Policy 3.1A.1 Contract for water supplies based on projected reasonable demands.

Action Statements

3.1A.1a Negotiate for long-term supply commitments, using future demands as forecasted by the latest hydraulic network analysis and/or staff estimates.

3.1A.1b Support reasonable, cost-effective, and environmentally sound water supply enhancement projects of San Francisco Water Department/Hetch-Hetchy and Santa Clara Valley Water District.

Policy 3.1A.2 Purchase potable water utilizing the most cost-effective source(s), subject to contractual requirements with our suppliers.

Action Statements

3.1A.2a Provide system controls that can respond to demand while also optimizing the mix of all sources in a cost-effective manner.

3.1A.2b Establish operating budgets that maximize water units in areas where costs are the least.

Policy 3.1A.3 Maintain a cost-effective preventative maintenance program that provides for sufficient reliability of all potable and reclaimed water system facilities.

Action Statements

3.1A.3a Perform preventative maintenance on all system facilities in order to eliminate the need for major unscheduled repairs or replacements.

3.1A.3b Provide for periodic inspection and assessment of system facilities.

3.1A.3c Maintain accurate and up-to-date records and maps.

3.1A.3d Provide for coordination with other utilities as required.

3.1A.3e Test, repair and replace water meters pursuant to established standard frequencies.

3.1A.3f Respond to all customer concerns and inquiries.

3.1A.3g Assure all facilities are properly screened, landscaped and maintained so as not to detract from neighboring developments.

COUNCIL POLICY MANUAL

- 3.1A.3h Provide appropriate security and protection of water facilities.
- 3.1A.3i Test and repair hydrants pursuant to established standard frequencies.

Goal 3.1B Ensure that potable and reclaimed water meet all quality and health standards.

Policy 3.1B.1 Ensure that backflow from potentially contaminated water services is prevented through an aggressive inspection and maintenance program.

Action Statements

- 3.1B.1a Ensure that adequate backflow prevention devices are installed as required.
- 3.1B.1b Monitor annual backflow devices testing program.
- 3.1B.1c Perform backflow investigations and inspections as required.
- 3.1B.1d Investigate the potential for the City owning all backflow devices, thereby ensuring proper function and maintenance.

Policy 3.1B.2 Develop a comprehensive water quality monitoring program that meets or exceeds all state and federal requirements, while also meeting specific needs of the City and our citizens.

Action Statements

- 3.1B.2a Establish parameters to be tested for, together with specific testing frequencies and scheduling.
- 3.1B.2b Provide adequate laboratory testing facilities.
- 3.1B.2c Provide adequate training for quality sampling and testing.
- 3.1B.2d Provide the public with information relative to City's water quality program, bottled water, home water filtering devices, private wells, etc.
- 3.1B.2e Respond to customer concerns and inquiries.
- 3.1B.2f Monitor state and federal legislation to ensure City's sampling and testing procedures meet all requirements.

Policy 3.1B.3 Develop an action plan to respond to and protect from contamination of water supplies.

Action Statements

- 3.1B.3a Monitor all known underground contaminations.

COUNCIL POLICY MANUAL

- 3.1B.3b Ensure responsible parties are taking all reasonable steps to clean up known underground contaminations.
- 3.1B.3c Ensure responsible enforcement agencies are taking all reasonable steps to have responsible parties clean up known underground contaminations.
- 3.1B.3d Ensure all business and industry are complying with the City's hazardous materials storage ordinance.
- 3.1B.3e Maintain an emergency action plan to isolate and prohibit the delivery of known or suspected contaminated water to customers.
- 3.1B.3f Maintain a program to notify customers of known or suspected contaminated water and of the City's action plan.
- 3.1B.3g Work with the Santa Clara Valley Water District to identify all private wells in the City.
- 3.1B.3h Advise owners of private wells of health risks, adequate quality testing, etc., and encourage proper abandonment of the wells where appropriate.
- 3.1B.3i Encourage owners of private wells that do not have City water service to properly abandon their wells and hook up to the City's water system.

Goal 3.1C: Ensure that the water distribution system can meet minimum fire and quality standards during emergency conditions.

Policy 3.1C.1 Maintain an emergency water operations plan.

Action Statements

- 3.1C.1a Maintain sufficient emergency interties with other water utilities.
- 3.1C.1b Develop and maintain standard operating procedures for responding to losses of supply or water contamination events.
- 3.1C.1c Develop and maintain standard operating procedures for notifying the public during losses of supply or water contamination events.

Policy 3.1C.2 Provide sufficient storage and backup power to meet minimum requirements for water during emergencies.

Action Statements

- 3.1C.2a Check periodically the adequacy of storage facilities and distribution system through a computer modeling program (hydraulic network analysis).

COUNCIL POLICY MANUAL

3.1C.2b Study need for additional backup power at key water facilities.

COUNCIL POLICY MANUAL

Goal 3.1D Manage potable water demand through the effective use of water rates, conservation programs and reclaimed water.

Policy 3.1D.1 Provide for an on-going potable water conservation program.

Action Statements

- 3.1D.1a Monitor unaccounted-for water and notify Finance when percentages exceed norms.
- 3.1D.1b Support demand management programs identified as “Best Management Practices (BMPs)” in our Memorandum of Understanding with the State Department of Water Resources.
- 3.1D.1c Update our City’s Urban Water Management Plan as required by the State.
- 3.1D.1d Inform the community periodically on the status of water supply and the need to conserve.
- 3.1D.1e Maintain current inverted rate structure policy.

Policy 3.1D.2 Provide for potable water conservation programs that will effectively respond to periods of water shortages/droughts.

Action Statements

- 3.1D.2a Implement staged water conservation plans similar to those implemented during the 1987-1992 drought, depending on the severity of future water shortages.
- 3.1D.2b Implement water usage restrictions tailored to the level of conservation required.
- 3.1D.2c Keep the community regularly advised as to the status of the water shortage emergency, how they can achieve conservation goals, and the community’s progress toward those goals.
- 3.1D.2d Coordinate drought planning with other involved agencies.

Policy 3.1D.3 Expand opportunities for reclaimed water use consistent with ecology needs of the Bay and/or diminished potable water supplies.

Action Statements

- 3.1D.3a Complete Phases I and II of the existing Reclaimed Water Project.
- 3.1D.3b Consider expanding this project into Phase III and beyond.
- 3.1D.3c Pursue funding for existing and future projects.

COUNCIL POLICY MANUAL

- 3.1D.3d Provide information and assistance to potential reclaimed water customers.
- 3.1D.3e Monitor use and effectiveness of reclaimed water on turf and landscaping.
- Goal 3.1E Maintain a financially stable water fund through a user based fee system that funds operation, capital improvements, infrastructure replacement and public education programs.**

Policy 3.1E.1 Establish potable and reclaimed water rate structures that will ensure funding of capital improvements, operational and maintenance needs and the development of an adequate reserve.

Action Statements

- 3.1E.1a Review rate structures annually.
- 3.1E.1b Establish appropriate reserves to ensure stable rates and provide for capital improvement and replacement needs.
- 3.1E.1c Review Ten-Year Plan annually for capital improvement and replacement needs.
- 3.1E.1d Ensure that the City receives 100% of utility entitlement by preparing utility bills accurately, by providing on-going monitoring for the completeness and accuracy of and collection of utility billings.
- 3.1E.1e Provide timely initiation, discontinuance and changes in water services.

Policy 3.1E.2 Establish rate structures that encourage on-going potable water conservation and that can be modified to achieve even greater levels of water conservation during period of water shortages/droughts.

Action Statements

- 3.1E.2a Establish reclaimed water rates in such a way as to attract customers.
- 3.1E.2b Utilize inverted rate scenarios to achieve both on-going and severe water conservation goals.

Policy 3.1E.3 Establish and maintain adequate reserve levels to replace or renovate Water Fund infrastructure components in order to maximize asset life and meet future community needs.

Action Statements

- 3.1E.3a Maintain and periodically update an inventory of Water Fund infrastructure components.

COUNCIL POLICY MANUAL

- 3.1E.3b Establish, maintain and review infrastructure renovation and replacement fund schedules for the water distribution system.

Goal 3.1F Provide a customer service program that emphasizes customer satisfaction and confidence.

- Policy 3.1F.1 Maintain the provision of a high-quality, dependable source of both potable and reclaimed water at a reasonable and competitive cost to the consumer.

Action Statements

- 3.1F.1a Expand opportunities for cost savings in operations and maintenance.
- 3.1F.1b Oppose unreasonable rate increases from our suppliers.
- 3.1F.1c Notify the community regarding Sunnyvale's water rates, how they were developed, and how they compare with neighboring utilities.

- Policy 3.1F.2 Inform customers on issues relating to water supply, quality, rates, conservation, and other matters.

Action Statements

- 3.1F.2a Utilize bill stuffers, cable TV, direct mailers, civic events, and other media to inform customers on water resource issues.
- 3.1F.2b Conduct public/neighborhood meetings when and where appropriate.
- 3.1F.2c Continue to produce and distribute the annual water quality report.

- Policy 3.1F.3 Solicit customer input through consumer surveys, City-wide events, and other forums.

Action Statements

- 3.1F.3a Insert customer input surveys into selected quarterly reports, bill stuffers, door knob hangers, etc.
- 3.1F.3b Hand out survey forms at selected City-wide events, at neighborhood meetings, schools, and other forums.

- Policy 3.1F.4 Monitor customer satisfaction through periodic surveys and responses to citizen inquiries.

Action Statements

- 3.1F.4a Track customer compliments and complaints from phone calls, letters, etc.
- 3.1F.4b Distribute customer satisfaction surveys during work activities, by mail, or other delivery systems.

COUNCIL POLICY MANUAL

- 3.1F.4c Incorporate results of 3.1F.4a & b into measurement of desired service levels and/or outcomes measures.

Policy 3.1F.5 Train and encourage employees to develop a customer service work ethic.

Action Statements

- 3.1F.5a Provide on-going customer service training to employees.
- 3.1F.5b Incorporate customer service performance into all employee audit processes.
- 3.1F.5c Develop means to reward outstanding customer service by employees.

Goal 3.1G Support legislation and other efforts that promote the accomplishment of the city's water resources sub-element goals and policies.

Policy 3.1G.1 Support efforts by both the federal and state governments to work cooperatively with municipal governments to ensure safe drinking water.

Action Statements

- 3.1G.1a Work through the various water utility professional organizations (AWWA, CMUA, BAWUA, etc.) to promote collaborative working relationships with state and federal drinking water authorities (EPA, DOHS, etc.).
- 3.1G.1b Work through lobbying organizations (LCC, CMUA, SCVWD, SFWD, etc.) to develop networks with state and federal agencies.
- 3.1G.1c Support legislation that promotes better cooperation between state and federal governments and municipal governments.

Policy 3.1G.2 Seek support for federal and state funding of Sunnyvale's water resources projects and programs.

Action Statements

- 3.1G.2a Continue to pursue funding of reclaimed water projects through SCVWD, SFWD, and the legislature.
- 3.1G.2b Monitor and pursue other available funding for major capital improvements and infrastructure replacement projects.

Policy 3.1G.3 Oppose efforts to unreasonably reduce the availability of water supply to Sunnyvale.

Action Statements

- 3.1G.3a Oppose efforts by the federal government to eliminate Hetch-Hetchy reservoir.

COUNCIL POLICY MANUAL

3.1G.3b Oppose legislation that unreasonably diverts existing water supplies from municipalities to other uses.

3.1G.3c Oppose legislation that would block proposed water supply projects that are necessary, reasonable, cost-effective, and environmentally sound.

Policy 3.1G.4 Support efforts to encourage reasonable demand-side water conservation programs.

Action Statements

3.1G.4a Support on-going state and local water conservation efforts and support legislation encouraging the installation of reasonable water conservation devices in a building prior to transfer of title, provided there is some economic impact criteria.

3.1G.4b Oppose legislation requiring cities and counties to conduct a water supply analysis every three years.

3.1G.4c Work with SFWD, SCVWD, and other retailers to support ULFT rebate programs, showerhead giveaways, and other BMPs.

Policy 3.1G.5 Support legislation that would allow greater flexibility for water transfers, subject to protection of water rights and any adverse impacts on affected communities.

Action Statements

3.1G.5a Support legislation that authorizes any retail water user with a water allocation to transfer that allocation to another user, and work with water agencies to devise a means of effective transfer that will not risk existing water rights, but rather augment supplies that are severely impacted by drought, and encourage the federal government to consider similar legislation.

Policy 3.1G.6 Support legislation and regulations that establish beneficial water quality standards that are based on scientific facts, benefit-risk analyses, and other supportable evidence.

Action Statements

3.1G.6a Support efforts by Congress to direct EPA to give to the State the flexibility to adopt toxicity standards based on site-specific conditions, which will provide reasonable, cost-effective protection to aquatic organisms and human health. Support a more cooperative approach between all levels of government and the private sector to determine environmental priorities and standards.

3.1G.6b Support a moratorium on the promulgation and implementation of drinking water regulations under the Safe Drinking Water Act until such time as studies are completed and the reauthorization of the Act is carried out.

COUNCIL POLICY MANUAL

- 3.1G.6c Oppose any water quality legislation or regulations that are not based on scientific evidence and/or do not provide measurable improvements in public health.

Adopted by Resolution 153-96 (7/23/1996))

Lead Department: Department of Public Works